

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 78-91 and CANCEL claims 92 and 93 in accordance with the following:

1-77. (CANCELLED)

78. (CURRENTLY AMENDED) A point management system connected with a customer terminal via a communication link, employing a computer for managing points issued to each customer who receives services according to the issued points, comprising:

a point issuing unit to issue the points to a customer according to transactions performed by the customer;

a point accumulation unit to calculate and accumulate~~adjust~~ the issued points responsive to added and/or subtracted points according to the transactions;

a customer identification unit to identify the customer according to customer identification information obtained from the customer terminal via the communication link; and

a notifying unit to notify the customer of the cumulative points accumulated~~adjusted~~ by the point accumulation unit by ~~sending the cumulative points to~~ enabling the customer terminal to access a designated website when-if the customer is successfully identified by the customer identification unit without requiring that the customer execute a transaction.

79. (CURRENTLY AMENDED) A point management system connected with a customer terminal via a communication link, employing a computer for managing points issued to each customer who receives services according to the issued points, comprising:

a point issuing unit to issue the points to a customer according to transactions performed by the customer;

a point accumulation unit to calculate and accumulate~~adjust~~ the issued points responsive to added and/or subtracted points according to the transactions;

a customer identification unit to identify the customer according to customer identification

information obtained from the customer terminal via the communication link; and

a notifying unit to notify the customer of the cumulative points accumulated adjusted by the point accumulation unit by displaying the cumulative points using the customer terminal on a first-display of a designated website after the customer is successfully identified by the customer identification unit without requiring that the customer execute a transaction.

80. (CURRENTLY AMENDED) A point management system connected with a customer terminal via a communication link, employing a computer for managing points issued to each customer who receives services according to the issued points, comprising:

a point issuing unit to issue the points to a customer according to past transactions performed by the customer;

a point accumulation unit to calculate and accumulate adjust the issued points responsive to added and/or subtracted points according to the transactions;

a customer identification unit to identify the customer according to customer identification information obtained from the customer terminal via the communication link; and

a notifying unit to notify the customer of the cumulative points accumulated adjusted by the point accumulation unit by sending the cumulative points to enabling the customer terminal to access a designated website prior to starting a current transaction when if the customer is successfully identified by the customer identification unit without requiring that the customer execute a transaction.

81. (CURRENTLY AMENDED) A point management system connected with a customer terminal via a communication link, employing a computer for managing points issued to each customer who receives services according to the issued points, comprising:

a point issuing unit to issue the points to a customer according to transactions performed by the customer;

a point accumulation unit to calculate and accumulate adjust the issued points responsive to added and/or subtracted points according to the transactions;

a customer identification unit to identify the customer according to customer identification information obtained from the customer terminal via the communication link; and

a notifying unit to notify the customer of the cumulative points accumulated adjusted by the point accumulation unit by sending the cumulative points to enabling the customer terminal to access a designated website prior to starting a purchase transaction when if the customer is

successfully identified by the customer identification unit without requiring that the customer execute a transaction.

82. (CURRENTLY AMENDED) The point management system according to claim 81, wherein the notifying unit further notifies receivable services in a range of the customer's present cumulative points using the designated website.

83. (CURRENTLY AMENDED) The point management system according to claim 82, further comprising:

a selection unit to enable the customer to select a requiring-required genre of service; and

a displaying unit to display the services belonging to the genre the customer selected, points required for said each service and points additionally required to receive said each service.

84. (CURRENTLY AMENDED) The point management system according to claim 83, further comprising:

a-an entering unit to enable the customer enter a requiring-required service; and

wherein the displaying unit further displays shortage points for receiving a service corresponding to the service the customer entered.

85. (CURRENTLY AMENDED) A method of managing points issued to each customer who receives services according to the issued points in a point management system connected with a customer terminal via a communication link using a computer, comprising:

issuing the points to a customer according to transactions performed by the customer;

calculating cumulative points by accumulating-adjusting the issued points responsive to added and/or subtracted points according to the transactions;

identifying the customer according to customer identification information obtained from the customer terminal via the communication link; and

notifying the customer of the cumulative points by sending-enabling access to a designated website for displaying the cumulative points to-using the customer terminal prior to starting a purchase transaction when the customer is successfully identified without requiring that the customer execute a transaction.

86. (CURRENTLY AMENDED) The method of managing points according to claim 85, further comprising:

notifying receivable services in a range of the customer's present cumulative points using the designated website.

87. (CURRENTLY AMENDED) The method of managing points according to claim 86, further comprising:

enabling the customer to select a requiring-required genre of service; and

displaying the services belonging to the genre the customer selected, points required for said each service and points additionally required to receive said each service.

88. (CURRENTLY AMENDED) The method of managing points according to claim 87, further comprising:

enabling the customer to enter a requiring-required service; and

displaying shortage points for receiving a service corresponding to the service the customer entered.

89. (CURRENTLY AMENDED) A method of managing points issued to each customer who receives services according to the issued points in a point management system connected with a customer terminal via a communication link using a computer, comprising:

issuing the points to a customer according to transactions performed by the customer;

calculating cumulative points by accumulating-adjusting the issued points responsive to added and/or subtracted points according to the transactions;

identifying the customer according to customer identification information obtained from the customer terminal via the communication link; and

notifying the customer of the cumulative points by sending-enabling access to a designated website for displaying the cumulative points to-using the customer terminal when the customer is successfully identified without requiring that the customer execute a transaction.

90. (CURRENTLY AMENDED) A method of managing points issued to each customer who receives services according to the issued points in a point management system connected with a customer terminal via a communication link using a computer, comprising:

issuing the points to a customer according to transactions performed by the customer; calculating cumulative points by accumulating-adjusting the issued points responsive to added and/or subtracted points according to the transactions;

identifying the customer according to customer identification information obtained from the customer terminal via the communication link; and

notifying the customer of the cumulative points by displaying the cumulative points to the customer terminal on a first display of a designated website after the customer is successfully identified without requiring that the customer execute a transaction.

91. (CURRENTLY AMENDED) A method of managing points issued to each customer who receives services according to the issued points in a point management system connected with a customer terminal via a communication link using a computer, comprising:

issuing the points to a customer according to past transactions performed by the customer;

calculating cumulative points by accumulating-adjusting the issued points responsive to added and/or subtracted points according to the transactions;

identifying the customer according to customer identification information obtained from the customer terminal via the communication link; and

notifying the customer of the cumulative points by sending-enabling access to the cumulative points to-at a designated website and displaying to the cumulative points via the customer terminal prior to starting a current transaction when the customer is successfully identified without requiring that the customer execute a transaction.

92. (CANCELLED)

93. (CANCELLED)